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State Library

NO. 33.

An Ordinary Lightning Stroke.

Lightning flashes cannot be measured with approximate estimates that are made. It has been calculated that the electro-motive force of a bolt of lightning is about 3,500,000 volts, the current 14,000,000 amperes, and travels at the rate of 250,000 miles per second. In such a bolt there is an energy of 2,450,000,000 watts or 3,284,182 horse power. When science teaches us above facts we are not to investigate and provide means of protection from such a powerful and destructive force of nature.

PROVIDE PROTECTION.

No man having the welfare of his family at heart and with a full knowledge of the extent of the danger and the completeness of the protection afforded by our Lightning Rods will delay in providing his family and property with such protection.

DO IT NOW.

Do not put off until tomorrow what can be done today. Delays are dangerous. If unprotected, do not, as the man whose horse was stolen, wait until after the catastrophe to get a padlock on the barn door.

AN ABSOLUTE TEST.

Prior to the erection of Lightning Conductors on the Washington Monument, on several occasions, suffered damage by lightning, as it was most dangerously exposed, standing 555 feet high, and in the center of a flat and well watered ground.

In 1855 a committee of scientific men was appointed to investigate the subject of protection. They reported, after thorough investigation, recommending that Lightning Rods be placed on the shaft.

Since their erection the monument has never been damaged, although lightning plays around it in every thunder-storm.

LIBERTY DEFIES LIGHTNING.

In New York Harbor "Liberty," the noble work of the French Sculptor, Bartholdi, stands in sublime defiance of "lightning the world." Strange as it may seem, on Independence Day, July 4th, 1900, Liberty defied on two different occasions, with no destructive effect whatever.

Those who heard it expected to find the Goddess lying upon the ground or hurled into the sea, but, upon investigation, absolutely no damage was done. The intelligence of man had again asserted itself, for well may she defy the lightning, as will be explained in the following statistics:

The statue's total height above low water mark is 306 feet; weighs over twenty-five tons; is protected against lightning by a fine system of conductors, extending from a point above the torch down the figure and foundation into the ground.

The cost of the statue was over \$200,000, which was paid for by popular subscription in France.

The rodding of Washington Monument, the Goddess of Liberty and government buildings show the confidence that the great men of America have in Lightning Rods.

The following are only a few extracts from various authorities to show a fair minded man that the best electrical science and scientists stand for the use of a proper lightning rod properly applied.

Prof. Merriam, New York, says: "I am in favor of Lightning Rods generally as the best means of protection to life and property, and this favorable opinion is the result of observation and study that have extended over more than half a century of time, and over a large extent of geographical surface."

Prof. Jos. Henry, Secretary Smithsonian Institute, Washington, says: "In a house properly provided with Lightning Rods, however many discharges may fall on it, we are well assured from full experience and established principles, no damage can come to the occupants within."

Mr. Richard Anderson, F. C. S. E. G. S., an acknowledged authority says: "It may be laid down as a settled fact, that a well placed Lightning Rod, properly placed and kept in an efficient state, can never, under any circumstances, fail in its action."

Prof. McAdie, of the United States Weather Bureau, advises the use of Lightning Rods and the War Department uses rods on all its light houses and exposed buildings. At the advice of prominent electricians, the White House is also rodged.

Prof. Willis L. Moore, of the U. S. Weather Bureau, in his report for 1901 says: "Without a doubt lightning rods are efficacious in the protection of buildings. Buildings, even when struck, if provided with rods suffer little damage compared with those without protectors."

Prof. Thomas A. Edison, the world's noted electrician, says: "Lightning Rods will protect buildings provided a good contact is made with the wet earth."

VALUABLE DON'TS.

DON'T DECIDE that there is no virtue in Lightning Conductors, because some one who may be no better informed than yourself says so. Read the unimpeachable testimony of Philosophers or any scientific work.

DON'T BELIEVE that because your building has never been struck in all these years it never will be. "It is a long road that has no turn," and because you have lived this long without dying, is no reason you never will.

DON'T FORGET that electricity travels better over metals than any other substance, as everybody knows. That is why the United States Weather Bureau recommends Lightning Conductors on all buildings.

DON'T FORGET that losses by

THE CALL OF CRITICISM.

Some Latter-Day Parables Arent the Freer Use of Paint and the Health of Our Town—Let Us Cure, Not Cover Up.

Once upon a time there was a doctor who had a patient with a cancer. The doctor applied external remedies, ointments and patches, finally cured the outer surface of the cancer and pronounced the patient well. The evening of the same day, which was the last day of the patient—the undertaker came along and took him. He was dead.

This story of the doctor illustrates the attitude of the people of Henderson, in at least some things. We have a chamber of commerce now advertising the town by the external application method—trying to persuade outside people and capital to come to Henderson and hollering in megaphones at them that the town is all right and prosperous. Would it not be equally as well for us to get ourselves right inwardly first. What good does it do to tell a stranger how great and prosperous we are when he can see with his own eyes that the town is in a bad way? The town in Henderson needs paint. Why try to conceal this fact by sticking our heads in the sand. Paint is certainly an advertisement of prosperity. You can't fatten old Dobbin without making his hair shine to save your life. I never could understand why a man would not paint his own property.

The newspaper in any community is the mouthpiece of the community. The policy of the newspapers of our town for years past has been to patch up our infirmities outwardly rather than to face the facts and work on the inside. For instance, there has been criticism of our town government for years, enough to exhaust the dictionary of the devil, yet no reports adversely have been made by our papers and our town government, the most public thing in our town has been neglected by the press. It is the duty of our newspapers to punch as well as to pat.

The latest illustration of our attitude to conceal rather than to eradicate is this: The health officer of the town has just made his report for the last two months. Of the seventy-one deaths during the year twenty-eight of them were preventable. That is to say, if our sanitation had been better we might have saved twenty-eight lives, worth financially to the town, according to the government appraisal, between forty and fifty thousand dollars.

Now there is a sentiment to conceal these and other facts because it is bad advertising for the town. An other instance of where we try to show a wholesome body when as a matter of fact we are not is in our clothing. The disadvantage of concealing these things makes it very hard for the health officer and town government to convince the individual of the importance of sanitation and makes it harder for the officers of the law to enforce the laws of reforming the lines of sanitation. Such laws as are likely to be enacted in the next few months.

The point I wish to make is this: In all things relating to our town we should root out the evils rather than try to cover them up. Let's cut out the cancer rather than cover it up. Let's be sound in body from bone to skin and the investigating, investing, outside public will be able to detect our growth, prosperity and health by the roses in our cheeks. S. T. PEAKE.

ALL WRONG.

The Mistake is Made by Many Henderson Citizens.

Don't mistake the cause of backache. To be cured you must know the cause. It is wrong to imagine that relief is cure. Backache is kidney ache. You must cure the kidneys. A Henderson resident tells you how.

Eugene Thorn, Adams Ave., Henderson, N. C., says: "I used Doan's Kidney Pills and must confess that they cured me more than any other remedy I ever tried. For years I had kidney trouble and I suffered almost constantly from backache and distressing pain in my loins. Some days I was hardly able to stand for more than twenty minutes at a time and I rarely got a full night's rest. I took several kinds of medicine and also wore plasters, but I got no relief. Doan's Kidney Pills were finally recommended to me and getting a box at Kerner-McNair's Drug Store, I began their use. They removed my aches and pains and restored me to better health than I had enjoyed for years. Some years ago I publicly endorsed Doan's Kidney Pills and at this time I am glad to speak in their praise again. The benefit I received has been lasting."

For sale by all dealers. Price 50 cents. Foster-McLure Co., Buffalo, N. Y., sole agents for the United States. Remember the name—Doan's and take no other.

When The Operator Says "Line Busy."

When the operator gives you the "Busy" report it does not necessarily mean that some one is talking over the telephone call. The line may be busy when there is no one in the office or house and when there is no possible way for the telephone to be actually in use. It may be that some one is trying to call the same telephone, and should you or any one else call at that time the operator would get the "Busy" signal and so report. Oftentimes servants use the telephone or answer calls when no member of the family is at home, and in such cases the "Busy" report is given.

The line is "Busy" on a duplex station if either telephone on the line is in use. The line is "Busy" on a straight line telephone when the extension station is in use.

The "Busy" report is a source of annoyance to many telephone users who do not understand that the line can be busy if any one is trying to get the number, even if it is known that there is no body at home.

We'd like to have you bear these things in mind, particularly during these hot months, when all of us are annoyed by the heat and easily exasperated.

We are taking proper precautions to make our service as near perfect as possible. Our operators are co-operating with us.

We'd like your co-operation, too. HOME TELEPHONE & TELEGRAPH COMPANY.

WESTERN NORTH CAROLINA.

A Grand and Glorious Region—The Appalachian Country a Highly Favored Land—Carolina's North-Western Railway a Builder, and Developer—Lenoir and the North Carolina Press Association.

The more I go into Western North Carolina the more I am impressed with the greatness and grandeur of that section of this glorious old State of ours—its fine climate and beautiful scenery, its wealth of forests and fertile fields, its vast waterpowers and mineral resources, and its still greater wealth of splendid citizenship.

A recent visit to Lenoir on the occasion of the thirty-ninth annual convention of the North Carolina Press Association was another revelation to me. How the town has grown and improved since I first knew it. And the country round about has kept pace with the general progress.

Twenty-two years ago the best meeting in the history of the North Carolina Press Association, according to the declaration of Josephus Daniels made in his very happy address in response to the welcoming speeches delivered by Mayor McCall and Lieutenant-Governor W. C. Newland, met in Lenoir. I had the honor to preside over the deliberations of that meeting having been elected president the previous year at Morehead City.

W. W. McDiarmid, of blessed memory, was elected president at the meeting in Lenoir. Across the long stretch of years that has intervened since methinks I can hear his jolly laugh and see his happy smile even now as he was escorted to the rostrum and assumed the duties of his new office. "Mc" tried to look serious and dignified, but failed in the attempt. Fact is there was precious little dignity about that whole convention—the "colts" ran wild and capered almost to the verge of being corralled by the sergeant-at-arms and falling under the disfavor of T. B. Eldridge, the constitution and by-laws and the "whip" of the convention.

That was a memorable meeting whether it was the best in the history of the Association or not. There were a lot of bright men in that convention—fellows of infinite jest, the recalling of whose names brings mingled feelings of pleasure and sadness—some dead, others upon whom the hand of affliction has been sorely laid, and none of us as young and buoyant, as elastic of step and as clear of eye as we were then.

The sessions of the convention were held in the spacious auditorium of Davidson College, as they were in 1889. This is a fine old building, one of the highest elevations of the town and most of the editorial party were quartered here, the college under the excellent management of Rev. James Braxton Craven, president being converted into a temporary hotel for the accommodation of the editors.

The people of Lenoir gave the editors such a welcome and the Lenoir people can and entertained them in hospitable style during their two days stay. The convention was well attended and Secretary Sherrill's promise that it would be one of the most pleasant and profitable meetings in years was in every way fulfilled. The sequel showed (to those who had not been there before) that a wise choice of the place of meeting this year. Those of us who had been there before knew what to expect. Everybody went away with a good opinion of Lenoir and the Lenoir people. It was a pleasure to the writer to renew many pleasant acquaintances formed on a previous visit.

I was awakened early the first morning by the chattering of a colony of English sparrows near my window. As I listened to the plaintive notes of a dove in the distance and heard the familiar voice of a Bob White calling to his mate, I thought:

The dove coos softer, And the birds chirp oft, In Lenoir.

Then as I went out on the college campus and enjoyed the pure fresh breezes blown direct from the mountains and cooled by shaded fells and sparkling streams, the further thought came that:

The grass grows greener, And life is sgreener, In Lenoir.

Health and happiness is the portion of these people and they are justly proud of their goodly heritage.

The flowers grow sweeter, And the ladies dress neater, In Lenoir.

There are no hobble skirts here. This style of dress is not conducive to mountain climbing or getting in and out of vehicles on the off side of the hill.

The skies are bluer, And the ozone purer, In Lenoir.

Later when we took the drive to Hibernia and viewed the landscape o'er

OUR CERTIFICATES OF DEPOSIT

Earn 4 per cent. interest from day of deposit. Are absolutely safe. Payable on demand. May be transferred by endorsement. Can be renewed at interest periods. Are issued for any amount.

This is an ideal place to live in summer of winter. Nature has been prodigal in her gifts and the good people here have done their part in seeing opportunity and improving it.

From a small railroad hamlet when I visited it the first time Lenoir has grown into one of the most important and prosperous of our mountain towns. Situated on a group of hills in a beautiful valley, with an elevation of 1,300 feet above sea level, surrounded by mountains, fanned by cooling breezes in summer and protected in winter by the sheltering arms of lofty ranges to the north and west from the bleak winds which sweep the more exposed sections of the country, Lenoir is indeed a favored spot.

The town has long been noted for its high moral and religious tone, and the educational advantages are all that could be wished. That it is what its slogan signifies, "The Town That Grows," is shown from the fact that it has increased its population 181 per cent. within the last ten years. The number of inhabitants according to the census of 1910 is 3,364.

A number of prosperous manufacturing plants are located here—three large cotton mills, six furniture factories, two chair factories, one veneer plant, one basket factory, four wood-working and house furnishing establishments, one saw, door and blind factory, two box factories, two roller mills, foundry and machine shops, five wholesale lumber yards, saw mills and various other kinds of industrial enterprises.

The town is electric lighted and its water and sewerage system is one of the finest in the State. The water supply is taken from a pure mountain stream gushing from the Green Mountains seven miles from the town—and is protected by a 200-acre original forest water shed. The water is supplied by gravity flow and shows a pressure of 170 pounds to the square inch in the center of town.

Two banks with a combined capital of over half a million of dollars, one weekly and one semi-weekly newspaper, a splendidly equipped graded school with over 500 pupils enrolled and Davidson College for girls, a meritorious institution which has an established reputation, all the different religious denominations having handsome houses of worship and the town dotted with many elegant homes, Lenoir is an ideal mountain town, with every conceivable advantage its own—and has just begun to grow.

But Lenoir's greatest asset is its citizenship. It is the home of hospitality, and refinement long known as "The Athens of North Carolina."

The editors were given a drive over the town in carriages and automobiles and the different places and objects of interest pointed out to them. Many of the machines were driven by their owners, individuals and the Chamber of Commerce, Lenoir is an ideal mountain town, with every conceivable advantage its own—and has just begun to grow.

Each guest was presented with a souvenir in the form of a dainty hand painted picture of some mountain or mountain scenery around Lenoir.

One of the features of entertainment was a drive to Hibernia mountain, five miles distant, easily accessible by a first rate turnpike, and luncheon in the pavilion there. Hibernia is the westernmost of the Blue Ridge and rises to a height of 2,270 feet, commanding a splendid view of the surrounding country. From this point one of the finest views which all our mountain country affords is seen. It is here that the eye is drawn to a picture of the varied coloring and magnificent beauty of which language fails me to describe. A grand mosaic fresh from the hand of the Omnipotent Artist of the Universe wrought in the best Studio of Nature, the view from Hibernia is worth going miles to see—and once seen the vivid impression it leaves on the mind will linger long in the memory of the beholder.

Lenoir was fortunate in the building of the Carolina's North-Western Railway, of which it was for a long time the northern terminus. This town occupies a commanding position in the midst of a rich and prosperous country upon which Nature has been most generous in the bestowal of her favors. The railroad has been extended to Edgemont, twenty

(Continued on fourth page.)

BE A 20TH CENTURY FARMER

Don't stay in the old rut, nor let your children start wrong. Read the best farm paper published, The Progressive Farmer and Gazette, of Raleigh, N. C., and Starkville, Miss.

It is made for you Southern farmers by Southern men, who know Southern conditions and who have hoed cotton and corn themselves. No guess work talk in this paper, but the kind that steers you right. No dishonest advertisements either. Comes every week. 52 big issues every year—twice as many as the semi-monthly papers.

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Realizing that the Progressive Farmer and Gazette is the best Southern Farm Paper, we have arranged to offer the Progressive Farmer and Gazette in a club with The Henderson Gold Leaf and can give any of our farmer friends who are not now taking the Progressive Farmer and Gazette a year's subscription to The Progressive Farmer and Gazette and a full year's subscription to The Henderson Gold Leaf at about half price, or both papers for a few cents more than the price of one.

You want The Henderson Gold Leaf and The Progressive Farmer and Gazette. You get them both, 104 copies for only \$1.65. Send for them today. Postoffice money order or personal check or stamps will be accepted.

The above offer will apply to both new and renewal subscriptions for The Henderson Gold Leaf. It applies only to new subscriptions to The Progressive Farmer and Gazette.

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Friend—You will find enclosed \$1.65 for which you will send me The Henderson Gold Leaf (state whether new or old) and The Progressive Farmer and Gazette (new).

My address is—

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Executor's Notice.

HAVING QUALIFIED AS EXECUTORS of the last will and testament of James P. Satterwhite, deceased, late of Vance county, North Carolina, this is to notify all persons holding claims against the estate of said deceased to exhibit them to the undersigned on or before the 14th day of July, 1912, or this notice will be pleaded in bar of their recovery.

All persons indebted to said estate will please make immediate payment.

HENDERSON, N. C., July 10th, 1911.

INDIA L. SATTERWHITE, CHARLES E. SATTERWHITE, SAMUEL J. SATTERWHITE, Executors of James P. Satterwhite, dec'd.

The date on your address label indicates the time to which your subscription is paid.

IS YOUR MACHINERY OUT OF ORDER?

If so, we can put it in first-class shape. We have opened a machine shop in Henderson, corner Chestnut and Montgomery streets, and will appreciate a trial when you need anything in our line. First-class Machinists are at your service to repair your machinery, boilers, etc. SICK AUTOMOBILES CURED ON SHORT NOTICE. We make a specialty of installing new plants. New parts supplied for all kinds of Machinery. Satisfaction guaranteed.

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